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Extension Service

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Volume 9 ----- Number 9



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EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

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TOMORROW . . .

4-H CLUB stories get the inside track in October.

AWARDS for the group instead of the individual are being tried out in many places. The pros and cons, together with an account of the experiences encountered in putting the plan into effect, will interest those who are looking ahead in 4-H club work.

DRAMATICS has a place in community life, as more than 1,500 New York 4-H club members can testify after having prepared and presented one-act plays in their local communities. An article from New York explains their method of handling the 4-H show.

SAMOA joins the 4-H circle as two clubs are organized in these far-away South Sea islands, and plans are laid for further 4-H development as described in an article on 4-H clubs in Samoa.

NOT EVERYTHING will be on club work. An article describing the role played by Wisconsin agents in land planning and land zoning has been prepared by W. A. Rowlands, district agent. The recent Farm Credit Administration study of cooperation among farmers will be reviewed; and an account of the Missouri Electrification Association, which furnishes an idea exchange for member associations, and other articles of general interest are scheduled.

On the Calendar

Eastern States Exposition, Springfield, Mass., Sept. 18-24.

Dairy Cattle Congress, Waterloo, Iowa, Sept. 26-Oct. 2.

Pacific International Livestock Exposition, Portland, Oreg., Oct. 1-9.

National Dairy Show, Columbus, Ohio, Oct. 8-15.

American Royal Livestock Show, Kansas City, Mo., Oct. 15-22.

Ak-Sar-Ben Livestock Show, Omaha, Nebr., Oct. 23-29.

American Country Life Association, Lexington, Ky., Nov. 2-5.

Fifty-second Annual Convention of the Association of Land-Grant Colleges and Universities, Chicago, Ill., Nov. 14-16.

International Livestock Exposition, Chicago, Ill., Nov. 26-Dec. 3.

National 4-H Club Congress, Chicago, Ill., Nov. 27-Dec. 2.

Triennial Meeting, Association of Country Women of the World, London, England, June 5-12, 1939.

Extension Service Review

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LESTER A. SCHLUP, Editor

HOW SHALL WE DO THE JOB?

THE State Extension Services have been called upon to take the initiative in bringing about the development of long-time land-use plans and programs, in cooperation with farm people.

FARMERS, extension workers, and administrators of agricultural programs are familiar with the need for planning. For years extension agents and farm people have planned together. They have learned to deal effectively with many different and difficult situations.

MORE than 2,200 county agricultural planning committees have been functioning during the current year as shown by reports from 43 States. Land-use mapping work has been carried in 951 of these counties. Articles in this issue of the REVIEW tell of noteworthy planning work in Louisiana, Montana, Ohio, and Missouri. During the past year, many other States have reported effective planning through the columns of the REVIEW. An excellent record, yes, but better still, a starting point for further action.

RECENTLY at Mount Weather, Va., representatives of the Land-Grant College Association and the Department of Agriculture discussed earnestly the whole field of planning and came to an agreement on general procedures for building land-use programs.

THE work recommended recognizes that programs to be effective must come from the people. Practical farmers know most about local agricultural problems and situations, but they do not always understand the many outside forces affecting their welfare. They need stimulation and further light on the economic problems outside their own area in order to do their best work. The Mount Weather agreement urges county agents to intensify their present effort to help farm people build a comprehensive program for rural improvement and in doing

C. W. WARBURTON
Director of Extension Work

this to develop enough uniformity of procedure to permit correlation of community plans on a county basis, then on a State basis, and finally on a national basis. This is a part of the job that extension agents are being asked to do, building not only adequate county and State programs, but a national agricultural program as well.

THE agreement reached at Mount Weather involves fundamentally two main points: First, it involves, a direct tie-up between the planning group, which can only recommend action, and the representatives of the agencies charged with the administration of programs, county, State, or national; second, it is centered around the specific problem of long-time land use from the viewpoint of both the individual and the general public. It requires the cooperative determination of land-use areas with common problems, a thoroughgoing analysis of these problems, the determination of what adjustments are needed, and the recommendation of programs to alleviate the difficulties.

THE Department has requested the State Directors of Extension to assume responsibility in bringing together heads of Department agencies operating in the State. In the counties, the county agent in his turn is asked to assume the same responsibility. Local representatives of Department agencies have been notified that it is desired to bring about such cooperation.

THE way is now open for developing an effective and comprehensive program for land-use planning. How successfully this job is done depends now upon the energy and understanding of county extension agents and the degree to which they have the confidence and support of the people.

Wishes vs. Facts

How Louisiana Took the Guesswork Out of Program Building

J. W. BATEMAN;

[Director of Extension, Louisiana]

LOUISIANA hopes to take most of the guesswork out of program planning by making a definite check of at least 10 percent of the farms in the 12 type-of-farming areas in the State. Within a few weeks, when these data are tabulated, we shall not only have a basis of comparison of the census figures, but parish committees can adjust their recommendations in the light of actual farm reports.

Use of Data Spurs Committee

Frankly, when Secretary Wallace and Administrator Howard Tolley called extension and experiment station workers together in Atlanta in 1935 to discuss program planning, most of us were confused as to what this would all mean. There was a feeling that we would go through a great deal of lost motion, only to find that State and regional recommendations were ignored by Washington when A. A. A. programs were formulated. Recently when we checked some of our cotton committee recommendations with the actual acreage allotments received under the A. A. A. for 1938, in most instances the percentages were almost identical. This one thing alone has done much to spur our committees on to better work and to cause them to take a real interest in program planning.

Making either long-time or short-time farm programs is nothing new to us in extension. Of course, the two greatest handicaps have been a lack of accurate data and failure to have more farm men and women outline their own programs.

Louisiana's first approach to a systematic development of an agricultural program was made in January 1931. A complete report is contained in Louisiana Extension Circular 145 of the same year.

In glancing over this circular, it is rather surprising to note how well C. L. Chambers of the Federal Extension Service and Director-Emeritus W. B. Mercier were paving the way for what was



to come. The opening sentence of the circular states that " * * * farm men and women should take a more active part in formulating any agricultural program for any respective area in cooperation with State and Federal agricultural workers."

An Early Planning Meeting

Prior to the general meeting which was held at Ruston, county seat of Lincoln Parish—a parish typical of those in north Louisiana—about 1,000 questionnaires were submitted to farm families. These questionnaires were similar to the ones that are being used today in program planning. Charts and graphs, based on the questionnaires and on census and outlook data, were prepared by extension workers for submission to the scheduled group meeting.

Approximately 200 farm men and women and some girls of high-school age attended the first meeting. During the forenoon of the opening day, the long-time outlook for agriculture, together with the charted conditions on Lincoln Parish farms and in the homes as revealed by the questionnaires, was presented.

In the afternoon, farm and home enterprise committees were appointed to make recommendations on: Farm organization, problems of farm young people, family living, foods, clothing, home furnishings, home gardens, poul-

try, dairying, soils, crops, livestock, and forestry. I merely mention the foregoing to show that the Extension Service was groping for a solution of farm problems through definite programs even before the A. A. A. came into being and made it possible for many of our dreams to come true.

All through 1936 and 1937, we worked closely with the Program Planning Division of the A. A. A. We were as anxious as were the Washington officials to find out exactly what the farm men and women of our State wanted in the way of an agricultural program of work. When we found that out, the program would become ours to put into effect, if possible.

Community Committees Go to Work

In each community within a type-of-farming area, there were elected by the farm group two committee members, a man and a woman, to serve on the parish committee. After election, each committeeman was presented with a certificate, signed by the director of extension, showing that the recipient was recognized officially as a member of the parish program planning committee. In addition to this group of actual farm men and women, ex officio members of the parish committee were the county agent and home agent; chairmen of

(Continued on page 135)

Low-Income Families Make Good

Agent Aids Rehabilitation

THE agricultural extension office of Pierce County has established the policy of cooperating with the Rural Rehabilitation Division of the Farm Security Administration in helping low-income farmers to become self-supporting.

H. L. Shanks, rural rehabilitation supervisor, and I have worked out a program of cooperation that has proved to be a very valuable one in helping many low-income farmers in the county to get started. It was impossible for any of these folks to obtain credit from any bank or other source in the county or from Government lending agencies, such as the Production Credit Association. Their only opportunity to get help was through the Farm Security Administration.

Worthy Families Chosen

Loans are made only to worthy low-income farm families who are unable to obtain the necessary credit elsewhere. They are made to acquire personal property, install equipment, purchase goods and services necessary for the proper conduct of the enterprise, and to provide necessary operating capital to conduct any cooperative activity for the rural rehabilitation members.

These loans are repaid over a period not to exceed 5 years. Repayments are derived from cream-check assignments

and the sale of livestock or cash crops.

When a client makes application for a loan, the rural rehabilitation supervisor and county agent, in most cases, talk over with the client his farm program, such as the size and location of the farm he plans to rent, the kind and amount of livestock he thinks he will need on such a farm, his cropping program, and whether he will keep farm records.

If the client's program looks favorable, a farm plan is worked out by the county rural rehabilitation supervisor. When setting up these low-income farm families, the following factors are considered so that they will be able to earn a reasonable labor income: (1) Plenty of cropland, (2) a good dairy herd, (3) a flock of poultry, (4) some hogs on every farm, (5) sheep on rough land, and (6) 20 percent of cropland in alfalfa.

Clients Make Progress

Since writing the article on "Helping Low-Income Farmers" in the *EXTENSION SERVICE REVIEW* for March 1937, interesting progress has been made by these clients who were set up in 1936. We now have over 100 farm clients in the county who have received help. Farm records were kept by practically all these clients and for the first year under drought conditions, the total cash income averaged \$776 per client. In addition to this, these

H. G. SEYFORTH

**County Agent,
Pierce County, Wis.**

farmers also received whatever produce was raised and consumed by the farm family. Their records show this amounted to nearly \$300 per family and included such items as house rent, garden produce, potatoes, milk, eggs, poultry, and some fruit.

A summary of the 80 regular rural rehabilitation loans granted the first year shows that there were 91 horses valued at \$13,650 before the loans were made. Now there are 213 horses worth \$31,950. There is an average of 8 cows per farm, or 652 cows valued at \$47,000 on these 80 farms. The brood sows have increased from 90 to 150, an average of nearly 2 sows per farm. Eleven clients have been set up with 497 sheep, making an average of 45 per farm.

The total number of acres of all clients in the county is 8,690, with an average size farm of 108 acres. Each of these farms has an average of 110 hens, 55 acres in crops, and 9 acres in alfalfa hay.

Of the 80 clients given help, 43 were tenants and 37 were owners of their farms. The total amount lent to the above clients was \$72,373.70, making an average of \$904.63 per client.

Repayments made up to April 1, 1938, totaled \$15,184, making an average of nearly \$200 per client.

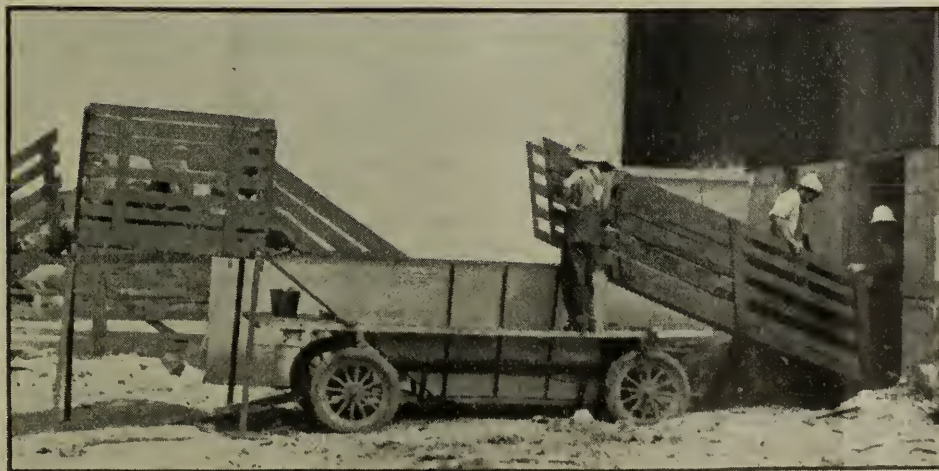
The total worth of property, both real estate and personal, owned by clients when loans were made amounted to \$167,063. This amount added to the loans makes the grand total worth \$239,436.70 or an average of \$2,992.95 per client.

Inventory Value Increases

The average increases in inventory value is nearly \$450.

I am taking three of the above clients to show how they have progressed after receiving this help.

One client in 1936 owned only 50 hens and 1 brood sow which were valued at \$70. Now he owns 3 horses, 9 cows, 6



The rural rehabilitation office bought this portable sheep-dipping outfit, which, through the cooperation of the county agricultural committee, has cut the cost of sheep dipping to 10 cents a head, including the price of dip and labor. The outfit was mounted on a chassis and could be hitched behind a car and taken from farm to farm. As many as 300 sheep were dipped in a single day.

heifers, 2 brood sows, 100 hens, and machinery valued at \$1,575. The amount of his loan was \$1,270. He has paid \$256.20 on this loan, which leaves an increased net worth of property valued at \$491.20. He operates a 120-acre farm.

Another client lost all his property because of a foreclosure by a bank. In January 1936, all he owned was 100 hens valued at \$75, and he had debts amounting to \$560. Now he has 11 cows, 1 bull, 4 horses, 3 brood sows, 80 ewes, 200 hens, and a complete line of machinery valued at \$2,700. His loan amounted to \$2,015, and he has paid back \$768.34, giving him on January 1 an increased inventory or net worth of property amounting to \$1,453.34. He still owes \$1,246.66, but 2 years ago he owned no property and was in debt \$485. He operates a 240-acre farm.

One other client had a net worth of \$525 on January 1, 1936, and 2 years later his net worth or increase in inventory was \$1,309. He now has 5 horses, 13 cows, 17 calves, 3 brood sows, 50 hens, and \$1,200 worth of machinery more than he had 2 years ago to increase his labor income on the 320-acre farm he now operates.

I could cite many other similar instances where the clients have been given a set-up that has increased their inventory and earning power. They have also moved to better and larger farms, have better buildings, and are nearer to school, which all means much to these lower-income families.

Debts Adjusted

Debt adjustments have been made for several clients. The debts of one were reduced from \$5,694 to \$1,167, and another from \$8,000 to \$3,000.

We were able to set up one of the clients with a cooperative portable sheep-dipping outfit, and last year he dipped nearly 3,000 sheep for 10 cents per head. He also did some sheep shearing, and with the dipping outfit could earn \$300 more besides his income from the farm and his shearing work. Not only did this client help himself out, but he dipped a number of flocks of sheep for ticks and lice that never would have been dipped. Good results were reported by all flock owners. This helped considerably in our extension sheep-improvement program in the county. This was the only outfit of its kind in the State in 1937, but several more are being built this year.

I believe through this cooperative program many low-income farmers will be given another opportunity to earn a reasonable labor income.

Leaders for Kentucky Homemakers

Record-breaking crowds totaling more than 3,000 attended the sixth series of district homemakers' meetings in Kentucky. The largest attendance was in the Pennyroyal district where 836 women met to discuss the theme of "Service to Others." One of the high spots of this meeting was the following paper on leadership by Mrs. H. L. Crafton, a Kentucky homemaker.

THE question of leadership in our homemakers' organization is a very important one. Without leadership, interest fails, and soon the club dwindles away.

The individual leader, the single dominating person, is more important in the world today than ever before. People used to say that in this "machine" age, in this complex world of modern civilization, individual human personality would be completely submerged and lost. How different is the situation upon which we look! Dictators loom more conspicuously than ever before.

Our homemakers do not want, and will not tolerate, leaders in that sense. Any person with that attitude who accepts the title of leader is a detriment to the homemakers' cause. The leader who strives only that her own selfish interests and ambitions may be realized rather than for the common cause—far from building up a strong club—sooner or later will wreck the organization entirely.

However, strong, efficient, and dependable leaders who will function are essential in our homemakers' organization. These qualities apply to officers, project leaders, and committee members alike. No group of people can, by themselves alone, achieve the best results. They must have leaders at least to help them to put their aims and desires into words and to plan how best to attain them. A real leader is one whose personality, ability, and knowledge are such that others are willing to work with her toward certain ideals. Being a good leader brings a heavy sense of responsibility but also a deep satisfaction in helping to the best of one's ability toward some good end.

What makes good leaders? In a recent magazine article, one of our noted American educators answers the question in this fashion: "What makes good leaders? Courage, I think, and some

driving force; a vision of a goal; understanding of the minds and emotions of the people one is to lead; the power to communicate to them a vision of the goal and to sway their minds and emotions toward it; character, to make the followers trust their leader; and, finally, the divine spark—that indescribable personal charm or magnetism which stirs hearts to action."

A general has captains, lieutenants, and sergeants to see that the goals and objectives set are efficiently and successfully reached. In like manner, the good club leader never tries to do the whole task alone. She shows a willingness to delegate duties to others, and she has the ability to get others to assume those duties and to perform them successfully. Each different phase of club activity should be under the direction of women most interested or best trained in that particular line. Leadership in the club should be so distributed that every person feels her responsibility to the very life of that club. A club's existence does not depend upon the efforts and achievements of any one person but upon all the members striving together to reach the ultimate goal—well-rounded lives for rural women. Observe a club which has a group of interested, conscientious, enthusiastic, self-sacrificing leaders, ever willing to give of their time and efforts. Such a club will be one whose membership is closely knit and whose influence is ever broadening.

Everyone is familiar with the expression, "She is just a born leader." Fortunately, indeed, is the club which possesses one of these. "Born leaders" are few and far between. However, every club may have trained leaders. There are many persons in our clubs with potential qualities of leadership who, perhaps, have never had the opportunity to develop them. Seek them out. Give them something to do. With proper training and experience, they may become effective leaders in their clubs and communities.

Cooperative Community Action

Applied to Wind-Eroded County in Montana

WHAT an aggressive agricultural planning committee can accomplish through cooperative community action is demonstrated in north-eastern Valley County, Mont., where this spring farmers pooled their equipment and resources to carry on listing operations on 5,000 acres in a bad blow area that was threatening farms in the entire section, according to Charles E. Jarrett, county extension agent.

Assisting the group in putting a total of 15,800 acres under wind-erosion control were the county A. A. A. committee, Soil Conservation Service, and the Montana Extension Service.

Settled between 1911 and 1914, the area has since experienced soil drifting of varying degrees. Contributing factors to the erosion condition were improper land use, poor tillage methods, and "shotgun" farming. Absentee land ownership was another important factor in the misuse of the land.

As one crop failure followed another, farmers in this blow region became desperate and attempted to cover as much acreage as possible with their limited finances in the hope that they might produce a crop and eventually establish themselves on a more sound basis. However, such practices tended to aggravate the wind-erosion condition. It was also observed that the erosion control work done by a few was offset by soil blown from farms on which control work was not carried on.

Voluntary Program Tried

In 1937 the area was badly whipped by wind, and a hail storm left the land bare of vegetation. That fall the county was divided into districts and agricultural planning committees set up. Three men were elected from each of the two districts in this severely eroded section to serve as the planning committee. The next step was the holding of a series of meetings to discuss the erosion problem and plan some method of combating it. Assisting in this work were the county agricultural-conservation committee and representatives of the Soil Conservation Service, Farm Credit Administration, and Extension Service.

Out of these meetings came a voluntary association whose members agreed



Extension Service and Soil Conservation Service representatives inspect control operations.

to carry out a strip-cropping and soil-conservation program. High winds during the last of March and the early part of April, however, made the individual farmer's efforts futile. It was apparent that the job was too big for anything but community action and that some outside assistance would be necessary.

Mr. Jarrett contacted various land-owning agencies and others to obtain financial help in carrying on an extensive control program. Responding to his call were the Glasgow Chamber of Commerce, Federal land bank, Hollam Land Co., Farmers Realty Co., Valley County commissioners, Farmers Union Oil Co., and the Soil Conservation Service.

At a meeting held last April at the Sunnyside school in the southern portion of the blow area, a cooperative program of strip listing was presented under which the farmers would be supplied with listers provided they would carry out the listing program under the supervision of the Montana Extension Service and the Soil Conservation Service. Approximately 75 percent of the farmers attending signed an agreement to that effect.

Began Operations in April

Actual listing operations began April 25 with 5 listers at work, 2 of which were furnished by the Soil Conservation Service and the other 3 rented from private

owners. By the end of the week 8 listers were working, and before the job was completed 11 machines were in operation. In addition to supplying listers, the Soil Conservation Service assigned H. W. Riek, conservationist, to assist in supervising the work.

Listing was started on a basis of 30 feet of crop and 30 feet of listing. Practically all of the listing ran north and south or in the direction that would best protect the soil. A few of the most severely eroded fields required solid listing. After the worst part of the blow area had been listed in this manner, the strips were extended to 50 feet of listing and 50 feet of crop.

On one piece of abandoned land eight neighbors cooperated to list 640 acres to protect the surrounding community. Gasoline, fuel, and oil were provided for this purpose and each farmer donated his own time and tractor to complete the job.

5,000 Acres Listed

By May 18 these cooperative activities were completed with a total of 5,000 acres listed, which will control an area of nearly 15,800 acres. The cost of listing, including rental, repair bills, fuel, trucking, and other expenses, amounted to approximately 27 cents per acre listed.

Two of the Government listers have been left in the area for emergency use.

Radio Way Down East

BRUCE B. MINER
Assistant Editor, Maine

IT TAKES a long time to convince a Yankee that radio is the precocious prodigy among extension publicity methods. After 7 or 8 years of Maine extension broadcasts we are still unconvinced that radio offers any remarkably effective method of selling extension practices and ideas. We are convinced that, to be effective at all, it takes careful planning, careful editing, and skillful presentation. And it takes intelligent study of the likes and dislikes of the elusive audience beyond the microphone.

As an initial contribution toward the fund of facts we need on radio, the Maine Extension Service has just completed a survey of the radio-listening habits of 2,348 homemakers. Learning where our listeners are, what stations they listen to, when they prefer to hear our programs, and what kind of a program they want—these were the principal purposes of this survey.

We directed our questionnaire at the women because program-planning meetings of local farm bureau groups gave us an easy method of getting information. These meetings were attended by home demonstration agents, who explained the purpose of the survey and sent in the completed records.

What We Found

Four findings in this study seem particularly significant, and all but one made us revise our thinking about radio. First, 92 percent of the nonfarm homes and 86 percent of the farm homes represented by these homemakers are radio equipped. Second, two Maine stations, WCSH, Portland and, WLBZ, Bangor, are the daytime station choice of 80 percent of this group. Third, although very few of our programs had been written for the homemaker audience, 87 percent of these women listen regularly or occasionally to our broadcasts. Fourth, the noon hour, 12 to 1 p. m., is a heavy favorite as the most convenient daytime hour for listening to information programs. Only the fourth finding was in accord with our former ideas on radio.

We were surprised to learn that so

many of our farm and rural homes have radios.

Eight years ago, according to the census, 39 percent of the families in Maine had radios; 2 years ago the joint committee on radio research estimated that 76 percent was the correct figure. The committee estimate as of July 1937 is expected to show that 91 percent had radios at that time.

At this point, it is customary for someone to rise and challenge our figures, heckling us with equally impressive statistics showing that only a little more than 40 percent of Maine farm homes have central station electricity.

We recognize, of course, that the group interested in extension to the point of turning out for a program-planning meeting may be above the average in income. We know, too, that there is a tendency for those without radios to dismiss the whole questionnaire with a shrug because they feel it does not apply to them.

Against this second objection we can only say that our home demonstration agents urged every woman attending to fill out a card. Cards were distributed at 254 community meetings. Assuming that these 254 meetings were of average size (327 meetings were held in the State), of 3,480 women who had an opportunity to fill out a survey card, 2,348 or 67 percent did so. And if every woman who failed to fill out a card does not have a radio, it is still true that 60 percent of the entire group live in radio-equipped homes.

Two Stations are Daytime Favorites

Although we also asked women their evening station preference, we were principally concerned with their favorite station during the day, when we can get time on the air.

We found that WCSH in Portland and WLBZ in Bangor were the day station choice of 80 percent of these homemakers, with this audience about equally divided between them.

In Aroostook county, most northerly and most widely renowned farm area of the State, the radio audience during the day is apparently divided between the

local station, WAGM in Presque Isle, and CFNB in Fredericton, New Brunswick, with the Canadian station having a slightly larger audience. Boston stations are preferred by homemakers in two coast counties, but otherwise the two leading Maine stations appear to cover the State quite effectively.

Station choice is quite different in the evening. Although WCSH and WLBZ remain the favorites, almost half of the group (45 percent) select an out-of-State station in the evening. The Boston station audience increases slightly, but a much larger number turn to New York City stations.

They Hear Our Programs

No special programs for women were presented by the Maine Extension Service during or immediately before the period in which this survey was made. Heartening, therefore, was the fact that 87 percent of this group of homemakers heard our 5-minute, twice-a-week, programs either regularly or occasionally. For the State as a whole, 14 percent said they listened regularly, 73 percent occasionally, and 13 percent never to Extension Service broadcasts.

Although 7 to 9 in the evening was most frequently marked as a convenient hour for these homemakers to listen to information programs, this does not mean that it is the most desirable hour from the standpoint of reaching a large audience over Maine stations. Too many turn to out-of-State stations in the evening. Of the 594 women who preferred this evening period, 199 listen to an out-of-State station during those hours, compared with 261 who stay tuned to a Maine station. One-hundred and thirty-four did not give their evening station preference.

Considering the size of audience and availability of time, the noon hour is the most practicable and popular daytime period for information programs, according to this survey.

We listed four types of programs and asked these women which they preferred. Talks by extension specialists ranked first, followed by talks by farm people, farm news broadcasts, and weather and crop reports, in that order.

One hundred and seventy-five women wrote comments on the back of the survey cards, many of them offering valuable hints on planning better radio programs for homemakers. Twenty-seven said they wanted a question-and-answer program, and 26 others want more household hints and recipes. Others asked for programs on home gardening and landscaping home grounds.

We believe that this preliminary study shows that the Maine Extension Service can build up a large and interested audience with a regular, carefully planned, 15-minute broadcast during the noon hour, given over entirely to the interests of rural homemakers. Farm women, extension specialists, and agents should participate.

Late in September we plan to begin a 10-week series on school lunches, with farm women, agents, and others from all

Maine counties speaking from Portland and Bangor every Saturday noon. No talks will be read by announcers. Farm women will emphasize the local community and family side of the school-lunch problem, assisted by the agents and specialists. We hope "they'll be listening" and we have every reason to believe that hundreds of mothers will hear this part of the school-lunch project information program.

A County Agent Uses Radio to Advantage

"TELL them over the radio" is the motto of John Noonan, county extension agent of Codington County, S. Dak. Mr. Noonan's record is 229 broadcasts in 1936, 151 in 1937, and 73 up to June 11, 1938.

Articles from the regular "Farm Flashes," announcements of extension meetings, and explanations of the farm program are some of the material used in the broadcasts.

These radio talks have been a regular feature of station KWTN at Watertown since November 1935. During 1936, daily broadcasts were made for a period at 7 a. m., but this time was later changed to 7:15 a. m. and 7:30 a. m. For the year 1937 and so far this year, talks have been given three times a week—on Tuesday, Thursday, and Saturday at 8:15 a. m.

Radios are now looked upon by farmers as a necessity, and it is estimated that at least 80 percent of the farmers in this area have radios. That makes the radio a very effective means of getting information out to the farmers. When timely information on extension projects or the farm program is not available, the regular "Farm Flashes" are used. Articles from the "Agricultural Situation" are also used.

From the time that information on the 1938 farm program has been available, one or two broadcasts a week have been on that subject. During the grasshopper season information on the insects and the location of the supply of poison bait was broadcast at nearly every period. Information on potatoes, poultry, sheep, and forestry has been given out over the air. Quite an extensive potato program has been developed in this territory, and instructions on planting, spraying, and storing have been given in season.

Many people are reached by the radio

who seldom come into the extension office. Many contacts with farmers are made because they "heard it over the radio" and come into the office to get more information.

This regular period of broadcast gives the Extension Service much advertising that is worth while, as the announcer in putting the "Farm Flash" program on the air states: "We will now hear from John Noonan, county extension agent, who will present another of his interesting 'Farm Flashes.'"

The radio station KWTN is eager to have educational broadcasts and leaves the selection of material to be used to Mr. Noonan's judgment.

"Altogether, I consider the time spent in preparing material for broadcasting and the delivering of it as time very well spent, and I am sure extension education reaches people through the radio that would not be reached otherwise," Mr. Noonan said.



John Noonan

Wishes vs. Facts

(Continued from page 130)

farm organizations; home demonstration council; vocational teachers; A. A. A. chairman; and representatives of F. S. A., S. C. S., and F. C. A. It is the duty of this group to advise with, but not to dictate to, the real committee of farm men and women.

During the fall of 1937 these committees attended area meetings and with the assistance of Washington and State workers charts based on the available information were prepared. This material was taken back to the parishes, and meetings were held with the idea of revising the data where necessary in formulating an agricultural program for each parish.

It was at these parish meetings that we realized that we needed more authentic data, and we immediately began making plans to obtain the necessary additional information.

The lateness of the 1938 A. A. A. farm program made it imperative that we throw all of our forces into the field, and program planning work was delayed in order that the action program would not be hampered in any way.

We Go After the Facts

During the month of June, we organized two squads of four men each, under the supervision of our farm management specialist, J. L. Lee, and our economist, Marcel Voorhies, and sent them into the type areas to make complete farm surveys.

There is no attempt at selection of names. From the A. A. A. records we simply take the eighth name as listed by wards. In parishes that specialize in crops not thoroughly covered by the A. A. A., a farm-to-farm canvass is made. We wish to find out the type of land use that existed in 1937 and what farmers say should be the proper system of land use which would provide the necessary food, feed, and cash crops, pasture for livestock, necessary livestock numbers for a balanced farm, and land to be put back to trees.

We feel that within a few weeks we shall have authentic and complete data with which to work. With a 10- to 12-percent sample from each of the 12 type-of-farming areas, all guesswork will be taken out of program planning. That is what we are striving for, and that is what we intend to have.

Tennessee Farm and Home Agents

Launch a Joint Educational Campaign

CHEATHAM COUNTY, nestled among the hills on each side of the Cumberland River, west of Nashville, is one of the smallest and poorest counties in Tennessee. It is in the heart of the dark-fired tobacco district. It is, or has been until recently, largely a one-crop county. However, the people of Cheatham County are fortunate in having two thoughtful and energetic young people as their farm and home agents to help them in putting "better homes on better farms." Harmon H. Jones is the farm agent, and Ray Cole, the home agent. They have seen the need for teamwork, which having been started, promises to be far reaching in its consequence.

Women Invited to Demonstrations

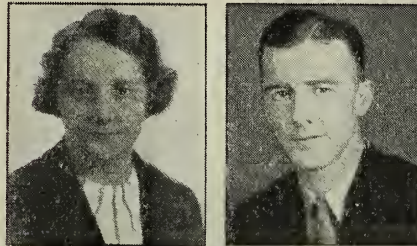
Each year since the coming of the Federal tobacco grading service and for a few years previous, the farm agent in Cheatham County has held sorting demonstrations in growers' tobacco barns or stripping rooms for the purpose of showing the farmers in the community how to sort their tobacco into the different grades and to teach them to know the Federal grades. Last year Mr. Jones invited Miss Cole to assist with the meetings. It had been noted that if the wife became interested in better sorting, tying, and bulking tobacco, her husband also became interested. Miss Cole came and encouraged her clubwomen to come, but cold weather and snow put a damper on their attendance.

Later when Mr. Jones decided to put on a disease-in-tobacco-plant-beds control campaign as a result of considerable wildfire and blue mold damage to plants in the seed beds in the early spring, the thought occurred to him that Miss Cole and her clubwomen could assist in arousing interest in the plant-bed spray program.

The idea was presented to Miss Cole. It appealed to her. She realized a plant failure would demoralize the home, so she in turn presented the idea to the women in the Woodlawn and Thomasville home demonstration clubs. The plan met with their endorsement, and the women promised to lend a helping hand.

ROY H. MILTON

Tobacco Specialist, Tenn.



Ray Cole and Harmon H. Jones, Cheatham County, Tenn., home and farm agents.

Early in 1938 Mr. Jones held his annual farm leaders' conference, during which plans for the 1938 agricultural extension program were discussed. Mr. Jones mentioned the fact that it was his desire to conduct a diseases-in-tobacco-plant-beds control campaign. The idea appealed to the farm leaders, and they encouraged him to proceed with the new piece of work.

The farm leaders' meeting was followed by Miss Cole's county council meeting of clubwomen. She, too, presented her plan. Her women saw they could render the farmers a service and perhaps make the load lighter on a number of farms. Another tobacco crop must be set. They encouraged Miss Cole to give Mr. Jones and the tobacco growers all the support she could.

At this time the 1938 agricultural conservation program was in the "air." Farmers wanted to know what and how much they could plant. Mr. Jones arranged a series of county-wide educational meetings, and at the same time he discussed with Miss Cole the advisability of presenting the 1938 agricultural conservation program to the women's clubs. Miss Cole had already given clothing the right-of-way in her February meetings, but she readily agreed to give Mr. Jones 20 to 30 minutes on each program. He took advantage of this opportunity, and during the month of February he appeared before groups of farm women throughout the county.

March came, and the tobacco plant beds were burned and sowed. The

weather was moist and warm, and the tobacco plants came up quickly.

Much of the work that Mr. Jones had already done was made ineffective by the 1938 agricultural conservation program. More meetings had to be called, and more explaining had to be done. Another series of meetings was arranged, and Miss Cole again invited Mr. Jones to present the new plan to her women. She also asked that the tobacco plant-bed spray program be presented. Mr. Jones endorsed the suggestion and at the same time requested the assistance of the tobacco specialist.

Mr. Jones's first meeting was held at night at Mt. Zion. Seventy-five farmers came. Mr. Jones had the tobacco specialist present the blackfire and blue-mold control plant-bed spray program. The next day meetings were held at Bear Wallow and Pinnacle schoolhouses. Again both programs were presented and well received.

Program Explained to Women

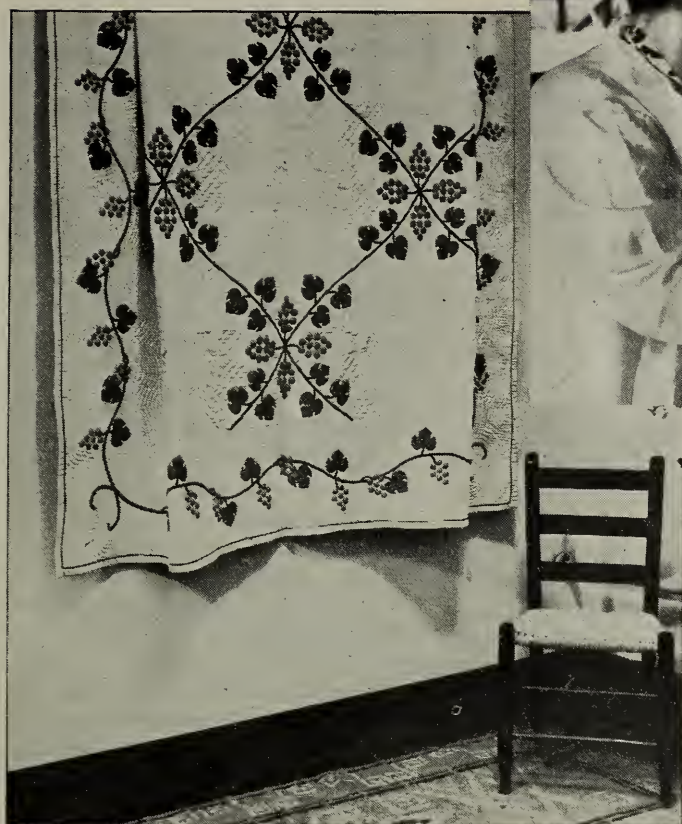
On the following day it fell to the lot of the tobacco specialist to accompany Miss Cole to Woodlawn and present the spray program to a group of women assembled in a farm home. These farm homemakers gave an attentive ear and asked many questions at the close of the meeting. The next day the specialist accompanied Miss Cole to Bethlehem where they found 31 women assembled. Much interest was shown in the series of pictures which showed plants diseased with wildfire and blue mold.

Because of the 1938 agricultural conservation program, a heavy load of work was on Mr. Jones at this time. It was decided that he should present the tobacco plant-bed spray program to the women in the larger producing communities and that Miss Cole should present it to the women in the smaller producing communities.

The county was covered. Miss Cole took the pictures, mounted on a large cardboard, and the control-measure material with her to the meetings which Mr. Jones was unable to attend. She learned

(Continued on page 143)

(Right) An expert glove maker, Mrs. Gladys McCain Moncus, home demonstration agent in Jefferson County, Ala., came to the National 4-H Club Camp to teach the young folks glove making. Here she is sewing on Mrs. Roosevelt's white pigskin gloves for which the First Lady of the Land had her hand measured on her visit to camp.



(Left) The handiwork of home demonstration club women exhibited at the State Federation of Women's Clubs. The Martha's Vineyard quilt was made by the clubwomen of Etowah County, the rug of hosiery millings from Alabama's hosiery mills was made by a clubwoman of Franklin County, and the cornshuck-bottom chair was made by the Marion County home demonstration club.

Home Industry Brings Returns in Alabama

DOROTHY DEAN

Clothing and Handicraft Specialist,
Alabama

DURING the last 5 years Alabama home-demonstration club women have received more than \$50,000 in cash from the sale of handicraft articles which they have made in their spare time. This is in addition to the hundreds of articles which they have prepared for their own use in the home.

These women have attained a high standard of workmanship in their handicraft and home industry. They are particularly proud of the opportunity to send an exhibit of these articles to London next year for the triennial conference of the Associated Country Women of the World. They feel very much as we do here in the Alabama Extension Service. Their attitude is expressed by Helen Johnston, our State home demonstration

agent, in this way: "Alabama home-demonstration club women have received a great honor in the invitation extended to them to exhibit their handiwork at this important gathering of women of the world."

Rural home industry in Alabama is so broad that it covers all the productive activities of the homemaker. Each specialist and home demonstration agent contributes her part to make it complete. Since it is such a broad subject it seems wise in this article to limit our thoughts to the home-made handicraft articles. Home industry obviously covers the field of eggs, milk, and cream sold from the farm, mattress making, clothing, and many other activities in which the women of the home engage.

The main objectives, as we see them, of the handicraft program are to develop in the homemaker an appreciation of beautiful hand-made articles, develop a desire to make beautiful and practical articles for her home, and to create in her a desire to improve her technique in making these home-made articles.

There are many rural women in our Southland who realize the deepest joy in life is to have the ability to do creative work. These women are developing a culture in their families that will be an everlasting heritage. Assistance given this large group to make beautiful and useful articles for their homes is a very important phase of our work.

There is another group of women who desire to use their leisure time as a possible means of supplementing their family income.

As there is no marketing specialist in Alabama, home demonstration club women are encouraged to develop their own initiative in finding markets for their articles. They market some of the articles through the handicraft booth at the curb market and through special-day markets, such as Christmas, Thanksgiving, and Easter. Through these special-day markets people have become acquainted with the articles for sale, and, as a result, a year-round market has been developed.

Ohio Counties Plan

Soil-Productivity Balance

THE soil-productivity balance as worked out from a study of the crops and soils experiments at the Ohio Agricultural Experiment Station is the backbone of county planning in Ohio. This method of measurement divides cropping practices into soil-conserving and soil-depleting groups, and each crop or practice is given a plus or a minus rating, according to its effect upon the soil. Each of the 88 counties has had an active county planning committee for the last 3 years, and last year these committees held 132 meetings with 5,488 farmers working out agricultural programs for their counties by measuring their needs with the soil-productivity balance. About 4,000 farmers worked out a balance on their own farms last year and 4,206 the year before.

The development in Licking County illustrates how county planning works in Ohio. A committee was appointed back in 1934 to make an inventory and to determine whether or not the local agricultural industry was thriving and to find out if there was any way of providing additional safety for its future. A further check on the agricultural resources of Licking County was made by a group of men in the county under the supervision of the Ohio State University and the Agricultural Adjustment Administration which surveyed every tenth farm in the county in 1937.

Soil Productivity Declines

The committee of farmers and the men who made the survey on 486 farms agreed that the soil productivity of the county had declined steadily during the past 100 years, and that the present systems of farm management would still further deplete the soil. They also agreed that under present economic conditions it would be difficult, if not impossible, for most farmers to maintain or increase soil productivity without sacrificing a part of their present income.

These men recognized that the total income from Licking County farms in the next 100 years probably would be larger if an immediate shift were made in cropping and livestock enterprises, but they also knew that the farmer of today cannot pay taxes, interest, or any other present cost with money which will be earned by his grandchildren.

As Licking County had been chosen as 1 of the 10 experimental counties in the

United States to work out an A. A. A. program which should fit their particular needs, the Agricultural Adjustment Administration provided funds to finance a local program under which farmers in the county could protect the future productivity of their soil without a heavy loss in their current income.

A. A. A. Experimental Program Adopted

The 1938 Licking County agricultural conservation program is a part of the national agricultural adjustment plan to improve conditions for farmers, but it has features especially designed to suit local conditions and to place emphasis upon the importance of improving the productivity balance on every farm. Payments are based upon the maintenance or improvement of present levels of soil productivity. A list of productivity factors, with their minus ratings for depleting crops and plus ratings for conserving crops, enabled every farmer to know exactly where his farm stood on the soil-productivity scale. Farms on which the soil-productivity balance is highest receive the highest payments, and additional payments are made to farmers who increase their soil-productivity balance during the year.

The group of men who made the agricultural inventory in 1934 estimated that the average decline in soil productivity in the county in 1934 was 29 percent, and the survey made of 486 farms in 1937 indicated a decline at the rate of 37 percent, revealing a declining productivity which would not support a prosperous agriculture. In 1937, Licking County planted 57.7 percent of the total cropland to soil-depleting crops, and the total acreage planted to alfalfa and clover was only 6.5 percent of the cropland. Alfalfa and timothy mixtures and clover and timothy mixtures totaled another 13.5 percent. The planning committee believes that these facts point the way by which a more stable agriculture can be achieved.

The results of the county planning work in the other 87 Ohio counties, as in Licking County, have focused the attention of farmers and county agents on soil conservation and the effect of present farming systems. They have helped to familiarize county agents and committeemen with soil types and acreages of the

various crops in their counties, the State, and the Nation; and the shifts that should be made in the interests of soil conservation. The results have also helped to focus the attention of extension specialists and county agents on the problems of the farm as a unit, and have given individual farmers a plan by which they can balance the depleting and conserving crops and see what direction their system of farming is taking.

Farm Management Needed

For the coming year, the county committees plan to further refine the goals set up and to indicate the direction which the agriculture of the county should take. The land-use maps of retirement areas also need further refining, particularly where they join areas in adjacent counties. A need has been felt for single meetings or meetings in series for encouraging farm-unit programs involving a farm's soil and crop-management program; the livestock possibilities and adaptation; a farm's labor, power, equipment, and storage set-up; and the income-producing possibilities and marketing methods of the farm. County Agricultural planning is at a stage in Ohio when additional encouragement needs to be given for working out the plans on individual farms, and the farmers are ready to continue with the work.

Women Serve on Planning Committees

Because home and community interests are involved in county agricultural planning, women are serving on State and county agricultural planning committees. In more than half the States women are now on the county committees and on State committees in some States. The farm women selected on these committees have been selected because of their knowledge of general agricultural and home conditions in the county and because of their experience in organized group activities.

Most States have recognized that farm women are needed on the county agricultural planning committees. According to a recent study made by the agricultural economics unit of the Division of Cooperative Extension Work, 27 States of the 33 reporting to date report that women have been appointed to serve on the county committees. The number of women on the committees varies from 1 to 26 women, and about 20 percent of the total committee membership of the 33 States is made up of farm women.

Meet Missouri Needs

THE 32 district agricultural outlook conferences held in Missouri during January and February had lost many of the "family resemblances" by which the meetings of a few years ago could be identified. In doing this, they also had acquired a number of new characteristics. Distinctive features of the 1938 conferences were the approach to outlook from the standpoint of the entire farm family, the use of the group discussion method, and the reaching of twice as many persons per county through personal presentation of outlook information.

Outlook Pioneering

To understand this changed aspect, it is necessary to glance backward. Missouri was one of the pioneer States in the holding of outlook meetings, the first series there being in 1926. Participating in the first one was D. C. Wood, extension economist, who also has taken part in each succeeding annual series. At first only a few counties participated, but during the winter of 1936-37 some 100 of the State's 114 counties held county outlook meetings.

As outlook work grew, a promising mutation appeared in one county, Linn, where J. Robert Hall is the county agent. The new idea was to follow the county meeting with "echo" meetings. These "echo," or follow-up, gatherings were held in various schoolhouses, all on the same night. At these, local leaders who had attended the county meeting, relayed to their respective groups the beef cattle, hog, sheep, poultry, and other outlook information gained at the county session.

The practice of holding these follow-up meetings spread to other counties, the plan resulting in multiplying the number of persons reached. Another development of recent years was that of making each gathering an opportunity for the homemaker as well as for the farmer to gain economic information that would aid them in planning together for the next farming season.

In the fall of 1937, three counties decided to try out the plan of making the county outlook conference a training meeting for two men and two women leaders from each community or township. There, too, the delegates were to receive, in addition to economic outlook

information, some guidance in the use of group discussion methods.

Greene County Trains Leaders

Greene County was the first of the three to try the plan. At the county meeting, the attendance of 70 delegates representing all of the county's 22 communities was due to the preliminary work of C. C. Keller, county agent, and Mrs. Joyce Beard, home demonstration agent.

The procedure followed at the Greene County meeting was typical of that used later. During the forenoon part of the conference, the purpose was to suggest topics having vital importance to local rural welfare; to provoke an active exchange of local opinion; and to obtain some degree of local agreement as to needs, limiting factors, and future possibilities. The initial discussion was led by Ralph Loomis, extension group discussion specialist, and it centered attention on the availability and cost of services vital to the community, services such as those of the church, school, and hospital. Then Mr. Wood and Ida Fra Clark, home management specialist, each led discussions regarding the kinds of credit available, and their use and abuse in financing the farm and home.

In the afternoon the men and women met separately. Charts made their first appearance as the different phases of outlook related to livestock, crop production, and home economy were considered in detail. That there was considerable "give and take" was indicated by the fact that in the women's group there was an average participation per person of nine times in less than 1 hour. During the last half hour of the afternoon the two groups met in joint session under the leadership of the group discussion specialist. They obtained suggestions on how each local committee could conduct its "echo" meeting on a discussion basis, and they decided on a common night for holding all such meetings in the county.

Stimulates Discussion

In Greene County, following the county gathering, 21 of the 22 communities held "echo" meetings with a total attendance of approximately 300. Inspired by the success of this series of discussions, 18

communities later held discussions on other topics with 285 men and women attending.

In the second of the three counties, Carroll, County Agent Albert Dyer and Home Demonstration Agent Katie Adkins tried a similar training meeting. While less noteworthy as to numbers, results were similar to those in Greene County. Failure to make progress in the third county, Saline, was understandable since the leadership there was fully occupied in making arrangements for the National Corn Husking Contest.

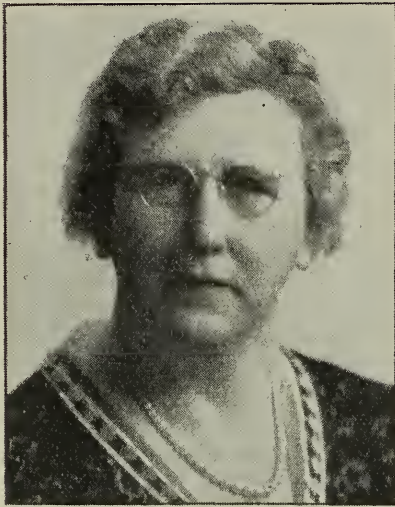
Although the success of the system was considered sufficient to warrant its use in other counties of the State, specialist help was not available to send to all counties. As a result, agent supervisors and extension economists decided to add, as an initial step, district meetings to be attended by representatives from three to five counties.

"Echo" Meetings Numerous

Following the 32 district meetings, a total of 999 men and women attended county training meetings in 37 counties. Although agents reported that leaders often did not feel qualified to hold meetings, some 18 volunteer leaders per county actually functioned in the community "echo" gatherings. In 80 percent of these counties, a desire was expressed for more sessions of the discussion type. Extension agents met this demand by supplying literature, aiding in arranging for additional meetings, and combining the discussion of suggested topics with other meetings already scheduled.

Movies

4-H club members in action on the silver screen highlighted the program for the fall achievement meetings in Lucas County, Ohio. "These club activities of the boys and girls at the exhibit, in the fields, or in the barnyards made a delightful program," said County Agent E. O. Williams, who took the pictures. The 4-H club tour to Cincinnati; pictures of local folks who attended the Secretary Wallace picnic at Bowling Green; the girls' style review in color; boys unloading calves, pigs, and lambs, preparing them for the show, and showing them at the county fair; the horse show; the rodeo; the milking contest; the livestock parade; and the 4-H club float and the Centennial parade in color made 600 feet of 8-millimeter film that has been shown to every club in Lucas County.



Mayesie Malone

Mayesie Malone

Home Demonstration Agent of Brown County, Tex.

MAURINE HEARN
District Agent, Texas

BROWN COUNTY, Tex., paid tribute to one of its most outstanding citizens on April 26 when Mayesie Malone, who has served the county for the past 17 years as home demonstration agent, was honored at a public relations banquet sponsored by the local business and professional women's club of which she is a charter member.

"Miss Malone's work will pay dividends long after she has passed from the scene of action," declared Peggy Morris, of Dallas, associate editor of *Farm and Ranch*, in the principal address of the evening.

For several years after her college work, Mayesie Malone carried on a successful catering business in Brownwood. Her wedding cakes and cream-pull candy were in demand in many parts of the State. During the World War she had charge of Savings and Liberty loans in the Citizens National Bank of Brownwood. In 1921 while she was still there she was appointed Brown County home demonstration agent.

As one of the pioneering agents in Texas her first work was with club girls, and all through the years her work with girls has been outstanding and effective.

A study of the records in her office reveals that many prizes and awards have come to Brown County club girls. Two girls have won the college scholarship of \$300 offered each year by the State Fair of Texas; one of her girls served as secretary of the State 4-H club boys' and girls' organization; during the past 10 years 20 club girls have attended Daniel Baker College, Brownwood, on the Coggin schol-

arships which they have won for club work; 9 girls have received the B. S. degree from this school, and 3 graduated this year.

For 6 years the Central Texas School of Oratory, Brownwood, has offered two scholarships to club girls. One girl graduated in 1937 and another in 1938.

One of Miss Malone's club girls, who now has a home of her own, became district vice president of the Texas Home Demonstration Association and later vice president at large of the same organization.

Two of her most outstanding club girls went into extension work, Vida Moore, district agent in the Texas Extension Service; and Bertha Faye Strange, a former Texas agent who is now in the Extension Service of Hawaii.

In addition to her regular duties in 1934, she gave a series of lectures on exterior and interior home improvement to the home economics classes at Daniel Baker College.

Many of her girls are now teaching school in the county and State; many have become graduate nurses; and many others have gone into homes of their own.

Among the women working under her leadership there have been two master farm homemakers—Mrs. C. B. McBride and Mrs. D. W. Kyzar.

Miss Malone, having become eligible for membership in Epsilon Sigma Phi, Extension fraternity, was initiated in 1935.

She is a member of the Texas Agricultural Workers' Association and the Brownwood Chamber of Commerce; she was elected president of the Brownwood Garden Club in 1936 and was the first woman elected to the board of stewards of the First Methodist Church in her city.

There is no civic club in her city which has not felt her influence through the service which she has given it.

James C. White, editor of the *Brownwood Bulletin*, said at the banquet in Miss Malone's honor:

"We are privileged to think of Miss Malone as an individual who has grown up in our community and who has found her place of service in it. I am persuaded to believe that even the great record of achievement she has created during her long service as director of our home demonstration work—a record that is not excelled in the entire Southwest and one which inspired us with a feeling of pride in our home town and county—would have been paralleled if she had been directed to employ her talents in any other field of endeavor. For after all, it is the heart and the mind that directs the hand; and her courage, her keen intelligence, and her inherent resources for resisting discouragement and for overcoming difficulties would have enabled her to achieve marvelously in any profession to which she might have dedicated herself.

"Every day she has served, every mile she has traveled, every word she has spoken, every home she has visited, every improvement in the home life of our people which she has inspired, have contributed to the erection of a vast monument in the hearts of the people."

Many club girls and their mothers are expressing their appreciation in the many letters which come to Miss Malone's desk.

To be a prophet with honor in one's own country and among one's own friends and in one's own household is indeed unique, because it so rarely happens.

The Negro Farm Problem

JOHN W. MITCHELL
Negro District Agent
North Carolina

THE development of Negro extension work since the appointment of the first county agent in 1910 has followed the basic principles laid down by Dr. Seaman A. Knapp. An ample supply of food and feed, conservation of the soil, cash crops so that farmers may purchase those things that cannot be economically produced on the farm, and a more livable and attractive life for the farm family are the goals toward which we are working. The country has seen many changes in industry and other activities, but these essentials remain fundamental in the program of the Extension Service.

Need for More Work

Within the last few years the emergency programs such as the A. A. A., rural rehabilitation, and soil conservation programs have brought extension agents broader opportunities and responsibilities. From the first cotton plow-up campaign to the recent referenda vote, Negro extension agents have cooperated in keeping members of the race informed as to the national farm program. To accomplish this 11 new agents were appointed bringing the number up to 29 agricultural agents besides a district agent and a full-time 4-H club agent. The women's work has also expanded. Fourteen Negro home demonstration agents, one district home agent, and a subject-matter specialist are now serving the Negro population of North Carolina. This makes a chain of counties in the State stretching along the Virginia-Carolina border from Rockingham County in the Piedmont to Pasquotank County in the northeastern part of the State.

The 1935 agricultural census showed an appalling decrease of Negro farm operators in North Carolina. In 1935, there were 69,373 Negro farm operators with 495,880 Negroes directly dependent on agriculture for a livelihood, while the 1930 census just 5 years before showed 169,268 Negro men and 21,000 Negro women listed as being engaged in agri-

culture as an occupation. The Extension Service is trying to meet the challenge presented by these figures by providing a program which will teach the essentials of successful farming and satisfactory living on the farm.

State Corn Contest

In working out such a program, it was felt that the efficient production of corn would be a step in the right direction, so this was one of the first field crops selected for a demonstration contest. At first, cost was not considered. Today the corn contest regulations take into consideration cost of production. During the session of the agents' annual meeting the Negro men agents voted to major on corn in 1937 with a campaign for "More Corn at Less Cost." As a result 673 Negro farmers in 29 counties participated

in the State-wide corn contest with 1,180 acres involved and an average yield of 51 bushels of corn per acre at an average cost of \$18 per acre or 35¢ per bushel. There were 18 farmers who produced 75 bushels or more of corn per acre. Each of these farmers received certificates of merit signed by the Governor of the State and other State officials during the State Farmers' Conference held in July.

J. R. Redding, Negro county agent of Granville County, who conducted 150 corn demonstrations in his county, was declared winner of the prize offered to the agent making the best record in the 1937 contest. John H. Johnson, Halifax County, who produced 97.8 bushels of corn per acre is the adult winner, and John and James Cohn (twins) of Alamance County, who produced 168.2 bushels of

(Continued on page 142)

Negro Short Courses in Texas



A sirup-making demonstration at the Thirtieth Annual Negro Farmers Short Course, Prairie View College, Tex. About 2,500 Negro farm men and women came to learn more of better farming methods, with 42 counties bringing exhibits of fine quality corn and hay. Another feature of the short course was the exhibit of home tanned leather harnesses, bridles, and halters, all of unusual quality and workmanship.



Making a Brooder

POULTRY class at Tuskegee Institute building a home-made lamp brooder under the guidance of their instructor Clyde Ingram, Louisiana extension poultryman. It is estimated that approximately 100 brooders have been built in

the Southern States by the Negro farm agents as a result of this short course. Brooders have been built by both white and Negro agents in Alabama, Florida, Georgia, Mississippi, Oklahoma, and Texas according to these plans sent from Louisiana.

The Negro Farm Problem

(Continued from page 141)

corn on 2 acres, are the winners in the 4-H club class.

No phase of agricultural activities among Negro farmers in North Carolina has given more encouragement than the response on the part of farmers in the purchasing of better grade and purebred bulls, heifers, milk cows, brood sows, boars, hens, eggs, and day-old chickens. Each farmer having 1 or more milk cows, 50 or more purebred hens, and 1 or more brood sows, is fast becoming a rule rather than an exception among Negro farmers in the State.

Outlook Meetings

Each year outlook meetings are held in each county or groups of two or three counties where Negro extension workers are employed. In these meetings Federal and State agricultural outlooks for the year are discussed by agricultural and extension specialists. On many occasions the main courtrooms of courthouses are filled to their capacity by farmers and their families seeking agricultural and home-economic information. These outlook meetings are followed each year by tours to four United States experiment

stations in the State. Last year the attendance at the State Farmers' Conference held in Wilson, N. C., totaled more than 1,000 farm men and women.

Certain definite goals have been set up by the Negro extension workers in North Carolina: To increase the number of Negro men and women agents until there are a Negro farm agent and a Negro home agent in each of the 60 counties in the State that has a Negro agricultural population to justify the service of such workers; 1 more Negro district agent; and 2 Negro specialists, one in the field of agronomy and one in the field of animal husbandry.

Community Service

Home demonstration clubs in New Mexico are taking an increasing interest in activities which improve the community. The clubwomen in eight communities in Union County are sponsoring appropriate meeting places for community affairs. New buildings are being erected in three communities; abandoned schoolhouses are being remodeled and made usa-

ble as community houses by the women of three other clubs; and in still two more communities, the women are working on a single room that can be used as a community meeting place.

The community-building movement was started 2 years ago by the women of the Thomas Extension Club, who realized that a clubhouse would benefit the entire community. These women entered a newspaper subscription contest and their prize of \$250 started their building fund. The work has given the women an excellent opportunity to put into practice those principles of house furnishings which have been taught them through their extension clubs.

Another club that has contributed to its community, although it has been organized less than a year and has only 20 members, is the Ima Extension Club in Quay County. The women first realized the need for community recreation so recreation meetings have been held one night each month. They next planned to landscape the schoolhouse yard. The yard first had to be fenced against the cattle from adjoining ranches. The county school superintendent promised to provide the fencing if the community would furnish the posts. Early in February the men of the community cut a sufficient number of cedar posts for the entire fence. The third community project on which they are working is improving the appearance of the cemetery. Markers are being made for all graves.

Statistics Speak

Nearly three-fourths of Iowa's 210,000 farm families were given educational service in one way or another last year by the Iowa State Extension Service, according to Director R. K. Bliss. Reports of extension agents indicated that a total of 145,204 families made some use of information obtained from the extension program in agriculture and home economics. The scope of the extension program is indicated by the fact that 131,954 farmers made some change in their method of farming as a result of extension activities. Changes on individual farms ranged all the way from major adjustments in cropping systems or adoption of complete farm records to minor changes dealing with various phases of crops, poultry, livestock, and disease or insect control. Homemakers in more than 50,000 rural homes adopted new ideas in foods and nutrition, clothing, home furnishing, home management, or child care and training as a result of home extension work.

Agents Recommend Color Slides

CONSIDERABLE interest has been shown during the past year by county agents and specialists in the State of Washington in the preparation of 2-inch natural color slides for illustrating extension projects.

One of the most unique set-ups is that of W. O. Passmore, county agent of Kittitas County, who has been waging a war on weeds and who has prepared 80 slides showing various kinds and degrees of infestation and different types of control. Unable to find a compact carrying case for slide projector and slides, Mr. Passmore ingeniously built his own out of part of an old apple box and several 2-pound cheese boxes. He found that the cheese boxes, after being lined with cardboard, were just right to hold the slides. His carrying case holds four of these slide cases and his small projector. In showing his pictures he places the projector on top of the carrying case. For a screen he uses a large-size window shade painted with aluminum paint. He has taken all his own pictures on 35-mm film and has used a second-hand camera.

Another Washington agent who has had excellent success with these small slides is Walter Clarkson of Kitsap County. His wife has assisted him by taking many of the pictures when he was busy doing other things. They have an excellent set of home-beautification slides, many of which they traveled more than 50 miles to obtain. Sometimes more than one trip was necessary because the flow-

ers and shrubs were not in the right stage to photograph well. Another set taken by the Clarksons includes several views of community cold-storage lockers. The farmers of Kitsap County were considering the installation of one of these lockers; so the Clarksons traveled to adjacent counties where lockers were already in operation, taking natural-color pictures of the lockers, of the chill rooms, and of the meat cutting. When these were shown at farmers' meetings they told the story of the storage locker and helped farmers to decide to build one.

W. J. Green, Spokane County agent; R. P. Benson, Whitman County assistant agent; and several members of the State staff including R. M. Turner, assistant director; Dr. Otto J. Hill, extension dairyman; A. J. Cagle, assistant economist; and the extension editor have also taken a number of these color pictures from which slides have been made. Those taken by specialists are being indexed at the State office, and legends written for each slide, so that they can be lent to counties. Half a dozen different varieties of 35-mm "candid cameras" are being used.

The easy portability of slides and projectors is one of the big "talking points" as well as the color.

In order to facilitate greater use of the slides that have been prepared, the Washington State Extension Service has recently purchased 18 projectors to be used by specialists in field trips or to be lent to county workers.

feature story, with an article written by Carl Hancock, assistant editor, Georgia, placing in second. Mr. Hancock's article was published in the Atlanta Journal under the title, "Mountain Farmers in Great Come-Back," and in the Athens Banner-Herald, entitled, "Prosperity is Back for Georgia Farmers Who Don't Plant Cotton." Third place went to Wallace Moreland, extension editor in New Jersey, for his article, "Over 90 Percent Fertility in Test-Tube Matings," printed in the Poultry Item.

In the news service to weeklies, Ohio took first place; New Hampshire, second place; and New Jersey, third place. In a weekly service of short paragraphs, Colorado came in first; North Carolina, second; and Ohio, third.

Tennessee Farm and Home Agents Launch a Joint Educational Campaign

(Continued from page 136)

to talk and to think in terms of blackfire and blue mold control. Her clubwomen got first-hand information on controlling the two most destructive diseases that attack the dark-fired tobacco crop. Miss Cole not only took the time out of her meetings to present this feature of the men's work but passed out circular letters explaining control measures and the spray formula.

These educational meetings were followed up with a series of nine field or tobacco-bed spraying demonstrations. Mr. Jones reports that 133 farmers attended these field demonstrations and witnessed the spraying of plants in the seedbed.

A great deal of interest had been aroused in the spray program.

A careful survey indicated that 20,000 square yards of tobacco plant bed were sprayed with the lime-bluestone solution to prevent the attacks of blackfire and wildfire in plant beds, and that perhaps 10,000 square yards were sprayed with the red copper oxide, cottonseed oil, lethane spreader spray to lighten the attacks of downy mildew (blue mold), the new disease which made its first appearance in epidemic form in Tennessee in 1937.

MORE than 50 people participated in the Wisconsin recreation leaders' laboratory in May. Such meetings are growing in popularity, especially in the Middle West.

Prize Winning Bulletins

MINNESOTA Special Bulletin 74, "The Care and Feeding of Pigs," won first place in the popular bulletin class at the annual exhibit of publications held in connection with the meeting of Agricultural College Editors at Norris, Tenn., in July. Second place went to the Colorado Experiment Station Bulletin 443, "Home-made Farm Equipment," and third place to Pennsylvania Circular 195, "Rug Making Becomes an Art."

In the technical bulletin class, first place went to Cornell University Experiment Station Memoir 207, "The Blossom-Blight Phase of Fire Blight and Methods

of Control." Minnesota Technical Bulletin 129, "Fusarium Wilt of Muskmelons in Minnesota," took second place, and New Jersey Bulletin 630, "Annual Bluegrass and Its Requirements for Growth," took third. The bulletins were judged on typography, organization, make-up, readability, illustrations, and all those things which go into the making of a good bulletin.

An article by Bruce Miner, assistant editor in Maine, entitled, "Our Biggest Tax Problems are Nearest Home," and published in American Agriculture, March 12, 1938, took first place as a published

IN BRIEF

Tenant Housing

The Union Mills Home Demonstration Club, of Rutherford County, N. C., has taken the renovation of a tenant house as a community project, and members are hoping to demonstrate with a small amount of money and good planning that many such houses could be made into real homes.

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Farm Women's Camp

Farm women from all parts of Nevada assembled in July for their first 4-day camp, planned especially for them by the Extension Service and the State Farm Bureau at Skyland on Lake Tahoe. The chief purpose of the camp was to give the women a wholesome vacation, but plenty of activities were also arranged for the more ambitious ones. There were classes in handicraft work such as wood, copper, and leather, and the women made articles which they took home with them. The opening day at the camp was "family day" when the fathers and children brought the campers to Skyland and stayed for a picnic lunch and the day's activities.

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A. A. A.

When the A. A. A. first got under way in Fulton County, Ark., the general opinion was that agriculture in the county would not be changed substantially, reports County Agent C. F. Niven. Conditions and opinions have changed, says Mr. Niven, and he believes these changes are the result of the A. A. A. There has been a 30-percent increase in pastures, a 25-percent increase in sheep, and a 15-percent increase in cattle. There are about 4,000 acres of good lespedeza, and at least 50 percent of the corn is interplanted with peas or beans. The county has produced practically enough feed to winter the stock, and home canning has increased more than 100 percent.

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Better Communities

To keep the children off the streets, Mrs. Bertine Benedict, home demonstration agent of Ingham County, Mich., has worked out a summer play program with committees of Williamston and Webberville communities.

First on the program was to list play equipment available in the schools and other cooperating agencies. Boy Scouts undertook the job of making sand boxes. The younger children used the school equipment and the older boys played ball on a county diamond. There was equipment for volley ball, croquet, and horse-shoes. Rainy-day activities were centered in the Kiwanis Hall. Three workers, two of whom were provided by W. P. A. funds, directed the recreation.

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Magic Carpet

How to be in several places at the same time always has been the extension worker's chief problem. County Agent R. S. Oetzel, of Van Wert County, Ohio, has worked out a system that assists in contacting more people and speeds up the circulation of timely agricultural information in his county.

Each week he has a farm page in a local paper. The entire page is devoted to farm or home copy which he has prepared or approved. The task involves considerable time and effort but enables Mr. Oetzel to reach weekly the entire list of subscribers. His farm calendar of coming events which appears in a daily paper has created wide interest, and he has received many favorable comments. The calendar carries all major county events for a period of 2 weeks in advance. Many farmers and housewives are depending upon this service to "call" them to meetings.

Another means of multiplying himself is a weekly 15-minute radio program over WOWO, Fort Wayne, Ind. This medium enlarges the scope of extension activities beyond county and State lines.

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Dairy Schools

The first extension dairy school to be held in Puerto Rico was conducted in Mayaguez, during the first week of June, with an attendance of more than 25 prominent local dairymen. The object of the school was to give practical information on the proper feeding of dairy animals to the many Puerto Rican dairymen who have never had the opportunity of attending an agricultural college. Interest was so high that on several occasions classes were prolonged until after midnight.

Another school similar to the one in Mayaguez was held during the last week of June in Bayamon, one of the leading dairy districts in the island. More than 30 local dairymen attended the classes which were held at night.

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Farmatorials

A good way of keeping in touch with "constituents" in a sparsely settled county at small expense, has been worked out by J. M. Hatton, county agent of Hansford County, Tex. Each month Mr. Hatton sends his farmers a mimeographed release telling them of current happenings of agricultural interest in the county and throughout the country. His July issue is a 2-page edition of "farmatorials" on conservation wheat yields, 1939 reduction, gardens, the hopper situation, damming the stubble, insurance, and the farmers' short course.

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Vegetable Growers' Tour

Members of the Illinois State Vegetable Growers' Association, who annually market approximately \$4,000,000 worth of vegetables, held a summer field day at Peoria, July 16. "Although local groups have held field days in the past, this is the first time the State association has planned a field day," said Lee A. Somers, extension specialist in vegetable gardening, who was in charge of the tour to seven vegetable farms near Peoria where new and unusual gardening practices are being demonstrated.

At one farm the tourists studied a new method of growing lima beans and the system of irrigation in use there; at another farm they observed the results obtained by using cyanamide as a fertilizer for asparagus and the results of varietal tests on hybrid and top-crossed sweet corn; they inspected a growth of bindweed at another stop; they visited the home of a pioneer vegetable grower; at another farm they saw a tractor demonstration and also a system of overhead irrigation in use; and they studied the results of tomato variety trials. The tour ended at a farm where varietal trials with snap beans were under way and where results of seed treatment to control damping-off of beets and carrots were demonstrated.



My Point of View

Why I Took Advanced Training

I went in the county agent business in 1933 as a mere college graduate. Since that time county agent work has been confronted with hundreds of problems; in fact, I became confused as to what constituted a sound extension program. I thought I wanted to help raise the income of our farmers, but I knew not what to recommend. My program had been one of those "Heinz" programs (57 projects).

My friends who had been attending the Farm Management Department of Cornell University led me to believe that that department had a cure for county agents like me. After one semester at Cornell I can say it was certainly worth while. The late George F. Warren, founder of the farm management science, believed in helping a farmer make an extra dollar. However, the practices which were to make an extra dollar for the farmer had to be based on facts and not on assumed facts.

Too many of us do not have the facts on which to recommend definite farm-management practices. According to the Warren philosophy, why not get the facts? In most counties a survey of a hundred or more farms and a proper analysis of these facts will reveal the information on which an agent can make rather definite recommendations which will really help that farmer to help himself to a larger farm income.—*Fred E. Siefer, secretary, Nebraska Grain Improvement Association, formerly county agent, Nemaha County, Nebr.*

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Professional Improvement Again

I read with interest your article in the June EXTENSION SERVICE REVIEW, and your theme that graduate college courses provide little for agriculture extension service is, of course, true. I wonder, however, why your article turned toward classroom or college work for professional improvement as the most desirable thing. Further collegiate courses may be desirable and advantageous for individual

improvement and working toward advanced degrees, but I should think there are a great many things other than college work that would help to fit one for better service as a county agent.

It might be considerably more difficult for a supervisor or correlator of programs or even the agent himself to pick out just the thing to do, but I believe it is possible. There are, no doubt, agents throughout the country who have done an interesting piece of work that would be worth visiting and studying. It would seem that most of us could benefit greatly by travel just to see the types of farming there are in these United States.

No doubt everyone in a sugar beet county in Ohio would be benefited by visiting some of the western sugar beet areas. There is a lot also to be gained through visiting various markets.

I suppose these illustrations are very numerous. Such programs for professional improvement will, no doubt, be more difficult to plan, but will, I believe, be much better in giving an agent opportunity to increase his usefulness in his field.

A man with a family might have some difficulty and not find it as convenient as a plan of classroom schooling, whereby he could go to some seat of learning for a definite period. Our wives are used to waiting supper anyway, and I think even they would find such plans much more interesting as well as more helpful than any plan for collegiate study and classroom work.—*Ray F. Donnan, county agent, Putnam County, Ohio.*

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Deserves More Credit

I have read the splendid article commenting upon the pioneer conservation work of County Agent H. W. Andrews, of White County, Tenn., which appeared in the June issue of the EXTENSION SERVICE REVIEW.

This article does not give the work of County Agent Andrews all the credit it deserves. Not only has Mr. Andrews pioneered in terracing work in White County, but he has succeeded in this type of work without the use of power terracing equipment. The terracing equipment which Mr. Andrews had his farmers make for themselves was made entirely of wood, and is so light that one man can carry it easily. Some of our

agricultural engineers have been very skeptical about accomplishing worthwhile terracing unless power terracing equipment was available. Some of these terracing experts have visited White County to criticize and condemn Mr. Andrews' terracing work only to be converted and leave the county voicing praise and commendation.

County Agent Andrews has also done outstanding work on the 4-H club project—in the introduction of new and improved varieties of crops, and in the introduction of purebred sires and the improvement of livestock in general. I doubt if there is another county agent in the State of Tennessee who knows as many farms intimately and the problems of the farm families living on these farms as does County Agent Andrews.

While I endorse everything that the article has to say about Mr. Andrews' work, I feel that attention should be called to the well-rounded program of extension work that he has been attempting to carry on during the past 20 years.—*Frank J. Walrath, assistant extension economist in farm management, Tennessee.*

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Clothing Results

We have completed 11 years of a clothing program in North Dakota, the program having been started in the fall of 1927. During this time clothing projects have been given in almost every county in the State.

Each year, on the average, about 10,000 people have attended local-leader training meetings and subsequent meetings held by leaders. This number does not include other meetings such as achievement days or council meetings.

The results of the long-time clothing program are evident in many ways. There is, first of all, the improvement in personal appearance which is noticeable in any group of rural women, and with this has come the development of leadership and self-reliance. The most lasting result is the ability on the part of the homemaker to plan her clothing needs in relation to the other needs of the family.—*Julia E. Brekke, clothing specialist, North Dakota.*

"Library, Southwest Region,
Soil Conservation Service,
Albuquerque, New Mexico."

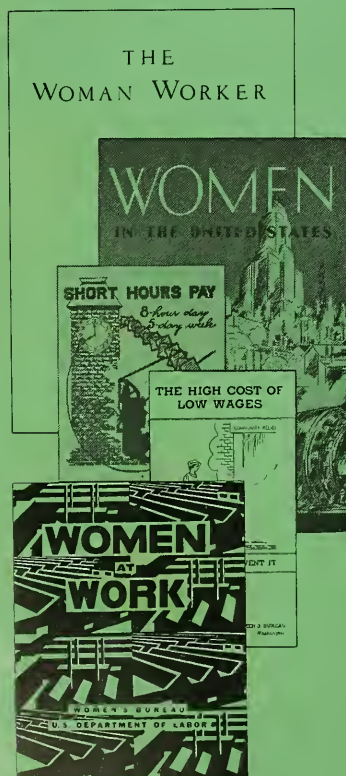
WHAT'S IN A DRESS?

Did you ever stop to think?

IS IT sweatshop labor that works furiously 10 to 12 hours a day in rush periods and has to go on relief in the slack months? Or is it the fresh clean workmanship of women and girls who have a steady 35-hour week and a living wage—enough to buy back a good share of the products of farm and mill?



THE new sound version of the Women's Bureau motion picture "What's in a Dress" shows how workers and employers in the New York dress industry have together evolved a program that assures the employees good conditions, the employers fair profits, and the consumers good products.



"What's in a Dress"—either silent or sound version—is lent free to groups equipped to show it. It comes in 35 mm or 16 mm width. The only cost is a small charge for shipping the 35 mm size.

The Women's Bureau distributes this motion picture as part of its program for advancing the interests of the 11 million women in the United States who work for a living. For more information about these women workers of America and what can be done to bring them greater health, happiness, and security, write for a catalog.

Free Motion Pictures—"Within the Gates" all about the making of a shirt, 2 reels.

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Colored Maps—Showing States with minimum-wage and maximum-hour laws for women workers. All free. Also charts and bulletins at a nominal charge.

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